



EMBASSY OF THE UNITED STATES American Center Korea

FY2013 ACK Monthly Report—July 2013

[July Highlights]

- ACK Seoul celebrates U.S.-ROK alliance with 80 Korean students
- College students attend EducationUSA briefing session
- ACK Seoul Commemorates Independence Day
- DEA Attaché Discusses Synthetic Drugs at Embassy Youth Forum

ACK At a Glance (July 2013)

Total Number of Visitors	897
Total Number of Programs	15
Total Number of Program Attendees	748
Total Check-out	84
11 Programs were organized by the ACK	613
4 Programs Organized by Other Sections	135

Websites in July

Number of Visits to Korean Website	46%	159,886
Number of Visits to English Website	54%	
Number of Hits to Korean Website	30%	726,379
Number of Hits to English Website	70%	

Electronic Outreach in July

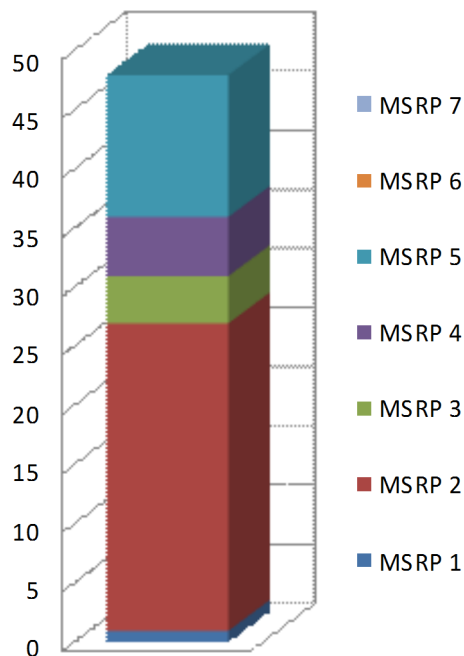
E-infoUSA	Recipients	33,376 (6 Items)
Article Alert	Recipients	6,880 (21 Items)

Reference Services in July

Reference (in depth)	DRS	Mission	Non-DRS
Total: 412	46%	48%	6%

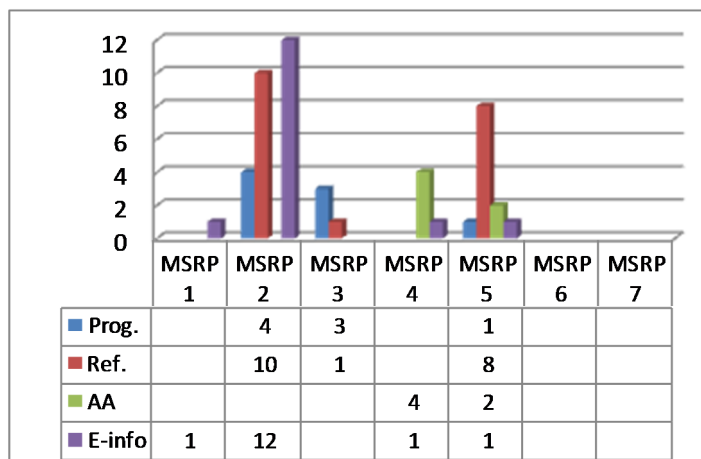
ACK Circulation & Foot Traffic Counter Report in July

Total Members Enrolled	835
Total Walk-in Patron	149
ACK Foot Traffic Counter Numbers	IN: 5,108 / OUT: 5,033



**MSRP 7 Goals - July 2013
(Summary)**

Mission Strategic and Resource Plan (MSRP 7 Goals) - July 2013



Goal #1: A Broader, More Mature and Balanced Security Alliance

Goal #2: Realizing Denuclearization and a Permanent Peace on the Korean Peninsula

Goal #3: A Stronger Economic Partnership

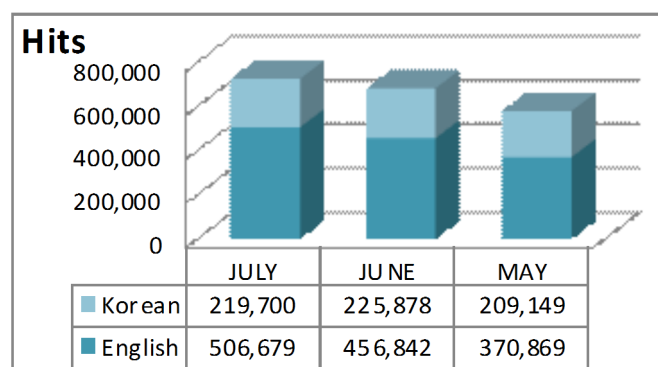
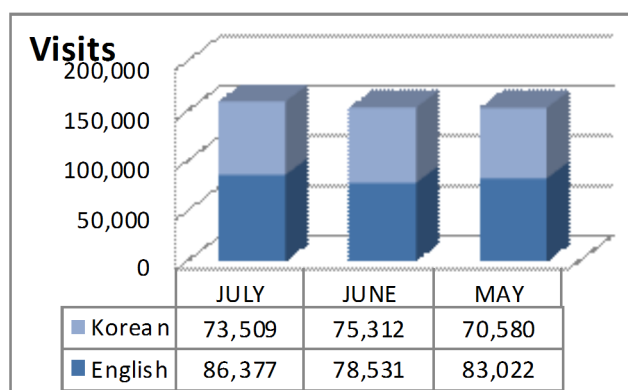
Goal #4: Cooperation in Clean Energy and Climate

Goal #5: Increased Korean Public Support for USG Interests, Policies and Global Priorities

Goal #6: Protection of U.S. Homeland, U.S. Citizens, and Our Friends and Allies

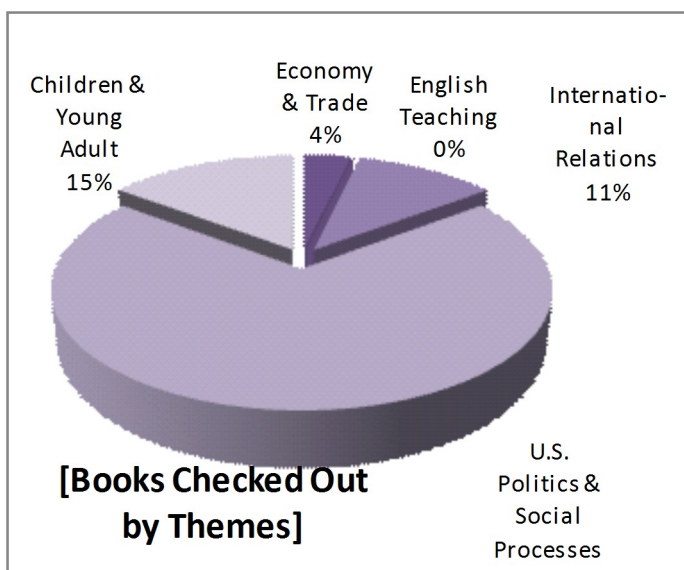
Goal #7: The New Embassy Compound and Operational Efficiency

Embassy Website Hits & Visitors—July 2013



ACK Circulation Report—July 2013

Membership	Total Members Enrolled	835
	New Members Enrolled by Month	60
	Patron Visit Numbers by Month	149
	Days Open	22
Collection Status	Circulating Books	7,137
	Circulating DVDs	1,155
	Circulating World Net DVDs	864
	Circulating Periodicals/Newspapers	113
	Circulating Audio Books	17
Materials Checked Out	Books	27
	DVDs	51
	Periodicals/Newspapers	6
Patron's Resource Usage	Patron Desk Internet	12
	eStation Desk Internet	10
	Government Publications	20



ACK Seoul celebrates U.S.-ROK alliance with 80 Korean students

Seoul, July 26 - ACK Seoul celebrated “U.S.-ROK Alliance: 60 Years of Partnership and Shared Prosperity” as part of the American Center Korea’s American Cultural Series Program with 80 student leaders from various universities, conducting a day filled with diverse activities. PAO Brent Byers welcomed participants and emphasized people-to-people ties in US-Korea relations in his welcoming remarks. Political Officer Thomas Hines gave a presentation on “U.S.-Korean Relations: An American Diplomat’s View,” highlighting shared history, the current U.S.-Korea relations in the areas of security, economic partnership, global partnerships, and people-to-people ties, and Korean-Americans in the U.S. and Korea. Pickering Fellow Mr. Angelo Maestas followed with a presentation on “Tips to Prepare for Travel to the U.S.”



College students attend EducationUSA briefing session



Seoul, July 24 - About 20 college students attended the American Center Korea (ACK) EducationUSA briefing session on “Intensive English Programs in the United States” conducted by Dr. Frederick H. O’Connor, Director of Language & Culture Programs from Western Washington University. Mr. O’Connor shared information on Intensive English Programs (IEPs) for international students studying in the United States, in addition to giving tips for successfully studying abroad. ACK promoted various U.S. higher education resources, and participants joined an online demonstration and learned new database searching techniques for enhancing information literacy skills through the eLibraryUSA website.

ACK Seoul Commemorates Independence Day

Seoul, July 5 - The American Center Korea (ACK) commemorated Independence Day with 80 college students as part of its American Cultural Series Program. Assistant Regional Program Officer Borchien Lai explained how the Declaration of Independence was drafted and how it is perceived by modern-day Americans. Participants learned The Star-Spangled Banner and America the Beautiful from POL officer Heath H. White, a former high-school chorus conductor. ACK staff led an Independence Day trivia session, and briefed on the Education USA and e-Library USA services.



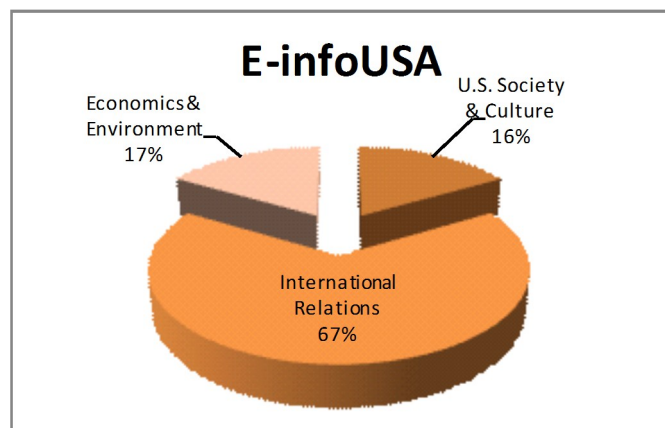
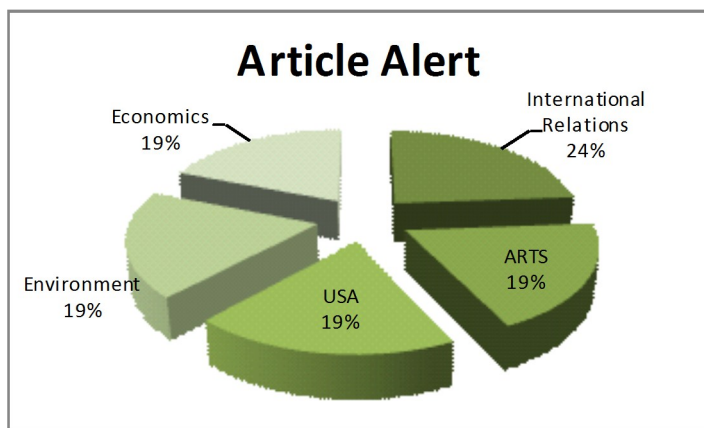
DEA Attaché Discusses Synthetic Drugs at Embassy Youth Forum



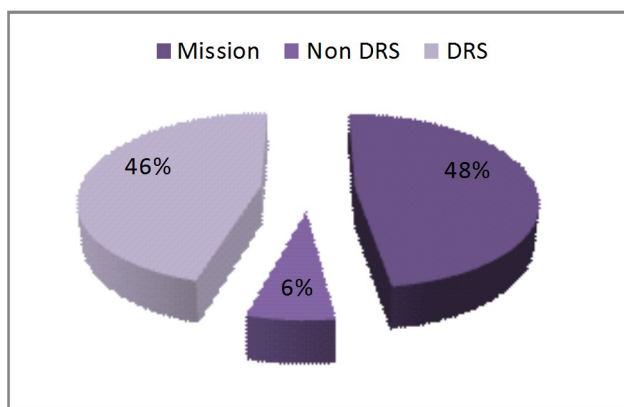
Seoul, July 2 - Edward M. Fiocchi, Country Attaché, Drug Enforcement Administration (DEA), talked about synthetic drugs and shared his work experiences at the 38th Embassy Youth Forum: Real People Talking. Minister-Counselor for Public Affairs Brent Byers moderated the forum, during which five Korean student panelists and audience members asked questions about the DEA’s mission, the investigative process, and drugs in the ROK. DEA Fiocchi drew about 80 students who are majoring in pharmacy, chemistry, and police administration.

Electronic Outreach: Article Alert & E-infoUSA

ACK Sent Article Alerts to 6,880 Recipients in July and Received 714 Responses & ACK Sent 15 E-infoUSA Emails to 33,376 Recipients in July.



Research & Reference Services



[Notable Inquires]

- Information on the 60th Anniversary of Korean War Armistice — from Korea Defense Media Agency
- Remaining Korean War Veterans in Congress & Korean War Veterans Organization - from the Mission
- CRS reports on U.S.-Korea Relations, North Korea Issues – from a Researcher from Korea Institute for Defense Analyses (KIDA)

Outreach Websites & ACK SNS

Outreach Websites:	Busan APP (English)	Busan APP (Korean)	Info-Pedia USA	Kids Website	American Corner
Total Hits	4,353	3,508	9,910	316	46

[Visit our websites] Busan APP Website: <http://busan.usconsulate.gov/> Kids Website: <http://kids.americancorners.or.kr/>
 Info-Pedia USA: http://info-pedia.americancorners.or.kr/ENG/index_eng.html American Corner Korea : <http://www.americancorners.or.kr/>